

# Fresca

**Fresca is fresh-frozen, not shelf-stable frozen. The difference?**

- Limited or no preservatives in Fresca tortillas. It's like fresh bread.
- Fresh Baked Aroma, Taste, and Pliability. It's simply better quality.
- Fresca can't be handled like a shelf-stable frozen tortilla. It's fresh.

## ★ Homestyle Flour

- ★ Doughball pressed into the more traditionally (slightly thicker) tortilla.
- ★ Fantastic for making wraps, extremely pliable.

## ★ Handstretched Flour and Die-Cut Handstretched

- ★ Doughball coated in flour and oil, then rolled out into a thin tortilla, then handstretched even further. Result is a flour dusted, very traditional looking tortilla.
- ★ Best used to fry, as it doesn't blister like a thicker homestyle tortilla.

## ★ Corn

- ★ Clean ingredient recipe using only corn masa, water, and a hint of lime. Zero preservatives.
- ★ Fresca Corn tastes and smells like corn, not preservatives. It is great for frying into crisp chips or taco shells. It is drier and less pliable than shelf-stable corn tortillas due to the limited ingredients.

## ★ CHIPS

- ★ Pre-cut, uncooked yellow and white corn in a 20# box.

Ingredient	Fresca	Competitor M	Competitor S
Calcium Propionate	Minimal Amount in traditional items. (Zero preservatives in non-gmo tortillas- contact Fresca if interested in NGMO)	X	X
Fumaric Acid		X	X
Sodium Stearoyl Lactylate			X
Cellulose Gum		X	
Calcium Carbonate		X	
Mono and Diglycerides			X
Potassium Sorbate			X
Sodium Metabisulfite		X	
Bleached Flour		X	X

## Testing with your customer

**The difference is measured by three things: Aroma, Pliability, and Taste.**


1. Open a sleeve of Fresca and smell the fresh dough! Now, try this test vs any other brand.
2. Go ahead and squeeze! Once our flour tortillas are slacked and allowed to get to room temp, they can be squeezed back into a tight ball...and not tear.
3. Taste the difference! Our recipes are as close to homemade as possible. Our flavored tortillas are colored with natural ingredients. So, our Spinach is green because it has spinach in it, not because of food coloring.

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**IMPORTANT!**

## Care and Handling

**Reminder-** Fresca flour products have minimal or zero preservatives, so it is a fresh product, and should be handled similar to fresh bread, with care to avoid the potential of drying and/or spoilage.

**Basic Storage-**  Fresca is not Shelf-Stable. Only the cases expected to be used within 24 hours should be thawed out, with the remaining left in the freezer. They can be stored in refrigeration for up to 7 days depending on environment, but best used soon after thawing, as they will only get more dry by the day (again, like fresh bread).

**Optimal Best Practice for thawing-** Remove from the freezer only the amount of tortillas you need for the day, and allow to thaw. Once fully thawed, allow them to reach room temperature. Give the bag a “wave” to loosen the tortillas from each other.

**While Using-** Avoid storage areas susceptible to warm temperatures (e.g., next to the fryer, etc.), as hot air exposure can dry out the tortilla prematurely. Also, do not store Fresca products stacked more than 6 bags high.

**Handling Opened Packages-** Air is not good for the freshness of bread products, so keep the bags sealed from exposure to air while storing in the kitchen or cooler. If storing an open sleeve of product overnight, seal and place in refrigeration for best results, but you can let it warm to room temp again during the next operating day.